US Army Corps of Engineers®
Memphis District

GOAL 3

Provide sustainable infrastructure and environmental solutions that address the region's needs.

Champion: Eddie Belk

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GOAL 3

We will demonstrate leadership and apply expertise to the region's engineering and environmental challenges to provide balanced, collaborative solutions. To excel we will carefully listen, clearly communicate our capabilities, honor our commitments and strengthen our relationships.

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GOAL 3

Strategy 3.1 Identify and link USACE capabilities with regional needs.

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Goal 3, Strategy 1, Objective 1

"Review past, present and potential projects from a watershed perspective to initiate at least one new planning initiative per year, over the next five years."

Champion: Jim Lloyd

Team Members: Carol Jones, Andrew Smothers, Gregg Williams, and Jackie Whitlock

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Goal 3, Strategy 1, Objective 1 Action Plan Summary

What (Action/Task Milestone)	Who (Org/name)	When (date)	Why (Completion Metric)
1. Review previous efforts and outputs for similar objectives	PPMD	**Feb 07** ☑	Avoid repetition and set new metrics
2. Review 5 years of MRC hearing requests, WRDAs and legislative drafting services	PPMD	**May 07** ☑	Record requests from stakeholders and customers
3. Develop List of Watersheds where authorization already exists	PPMD	Jul 07 Sep 07	Excel database
4. Inventory remaining watersheds in our AOR where authorization is needed; ideas for	PPMD	Sep 07 Nov 07	Excel database

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Goal 3, Strategy 1, Objective 1 Action Plan Summary

What (Action/Task)	Who (Org/name)	When (date)	Why (Completion Metric)
5. Review Water Resource Needs Assessment for Watersheds in AR-01	PPMD	Sep 07 Jan 08	Prepare for Cong visits and legislative drafting service
6. Review Water Resource Needs Assessment for Watersheds in MO-08	PPMD	Sep 07 Feb 08	Same as 5 above.
7. Coordinate potential projects with USGS and NRCS		Oct 07	To leverage Federal resources
8. Cross-walk needs with project proponent/potential sponsor(s)	PPMD	Nov 07	Set priorities within watersheds
9 Work with legislators to	PPMD	Feb 08	Develop at least

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Goal 3, Strategy 1, Objective 2

" Review completed and nearly completed projects to ensure conformance with original intent and latest performance expectations by 4QFY08"

Champion: Dennis Abernathy/Jim Bodron

Team Members: PM's, OM's, EC-H, EC-G, EC-D, Counsel, others TBD

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Goal 3, Strategy 1, Objective 2 Action Plan Summary

What (Action/Task Milestone)	Who (Org/name)	When (date)	Why (Completion Metric)
1. Develop and Validate Project List with Corresponding Authorization	AO (E. Burks), PM's, OM's	3Q FY07 ☑	Approved 3QFY07 DLC. Proceed with all items except St. Francis Basin. Memphis & vicinity selected as first item.
2. Review Project Authorizations and Any Subsequent Guidance	AO (E. Burks), PM's, OM's, Counsel	3Q FY08	To Confirm Design Intent and Latest Performance Expectations. Reviews conducted at time of project

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Goal 3, Strategy 1, Objective2
Action Plan Summary

What (Action/Task)	Who (Org/name)	When (date)	Why (Completion Metric)
3. Technical Assessment of Existing Project Function vs. Authority	AO (E. Burks), EC-G, EC-D	3Q FY08	Draft Matrix File Summarizing Findings
4. Identify Non-Conforming Projects and Provide Recommendations	AO (E. Burks), EC-G, EC-D	4Q FY08	Final Document Submitted to Directors

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Goal 3, Strategy 1, Objective 3

“Develop and implement a Marine Maintenance Center outreach program by 4th Q, FY 07”

Champion: C. Don Wilbanks

Team Members: Don Mayer, Shannon Reed, Richard Sullivan and Kevin Williams

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Goal 3, Strategy 1, Objective 3
Action Plan Summary

What (Action/Task Milestone)	Who (Org/name)	When (date)	Why (Completion Metric)
1. Update/Create Brochures for EEY, OD-PP, OD-PN, & OD-PR.	PA Beasley	30 Sep 2007	Update Marketing Tools.
2. Update EEY Video and add to District website.	PA Anderson	30 Sep 2007	Update Marketing Tool.
3. Road Trip to Louisville, Nashville, Tulsa, Kansas City, Omaha Districts -Service Bases	OD-PP New Chief	30 Sep 2007	Marketing and Knowledge.
4. Third Party ISO 9001-2000 Certification	District	Revet. Decision + 2y	APIC and Marketing.

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GOAL 3

Strategy 3.2 Develop and strengthen customer and stakeholder partnerships.

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Goal 3, Strategy 2, Objective 1

"**Develop and deploy a customer relationship management system by 3QFY07**"

Champion: Carol Jones

Team Members: Billy Dycus, Shawn Phillips, Clarice Sundeen, Kevin Williams, and other PMs/OMs

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Goal 3, Strategy 2, Objective 1
Action Plan Summary

What (Action/Task Milestone)	Who (Org/name)	When (date)	Why (Completion Metric)
1.Complete DRAFT customer relationship matrix structure related to specific products/services and customer data with metrics	Jim Reeder	11 Jan 07 Completed ☑	Matrix Excel File with word file column description 3 days - $3000
2.Review USACE/MVD required customer survey and its implementation	Clarice Sundeen/Clyde Hunt	31 Jan 07 completed ☑	Understanding of what is required 1 day - $1000
3. Benchmark customer relationship plans with other high performing districts/industries	Clarice Sundeen/ Carol Jones	Jan/Feb 2007 completed ☑	Knowledge of benchmark data 2 days - $2000

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Goal 3, Strategy 2, Objective 1
Action Plan Summary

What (Action/Task)	Who (Org/name)	When (date)	Why (Completion Metric)
4. Review customer relationship matrix (described in step 1) and modify to integrate USACE/MVD customer surveys/benchmarking	Carol Jones/Claric e Sundeen/ Billy Dycus	Mar 07 **Oct 07**	Revised Excel File/word file 2 days - $2000
5. Write outline for District Pamphlet describing customer relationship management plan and its implementation including matrix description (similar to stakeholder relationship pamphlet)	Reeder/ Sundeen	Feb 07 completed	Word Document – 1day - $1000

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Goal 3, Strategy 2, Objective 1
Action Plan Summary

What (Action/Task)	Who (Org/name)	When (date)	Why (Completion Metric)
6. Complete draft District Pamphlet write-up describing customer relationship management plan and its implementation including matrix description (similar to stakeholder relationship pamphlet)	Sundeen/ Jones	Mar 07 **Nov 07**	Word document 2 days - $2000
7. District Leadership reviews customer relationship management draft pamphlet/provides comments/revisions made to pamphlet/finalize documents	Carol Jones/District leadership	Apr 07 **Dec 07**	Official District Pamphlet Word document/Excel Matrix 4 days - $4000

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Goal 3, Strategy 2, Objective 1
Action Plan Summary

What (Action/Task)	Who (Org/name)	When (date)	Why (Completion Metric)
8. Populate data field of Excel customer relationship matrix with product/services, contacts, etc on selected District products/services	Carol Jones PM's/OM's	May 07 **Oct 07**	2 days - $2000
9. Initiate Implementation of District customer relationship management plan on a number of selected District products/services (Beta test)	The "who" will be described in the pamphlet	Jun 07 **Jan 08**	1 day - $1000
10. Beta testing of relationship management plan	The "who" will be described in	Jul – Oct 07 **Jan-Mar 08**	5 days over a six month period -

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Goal 3, Strategy 2, Objective 1
Action Plan Summary

What (Action/Task)	Who (Org/name)	When (date)	Why (Completion Metric)
11. Review results of beta testing, make adjustments to customer relationship mgmt pamphlet/excel database/ District leadership approves	The "who" will be described in the pamphlet	Dec07/Jan08 **Apr- May 08** (Tentative)	5 days -$5000
12. Populate data field of Excel customer relationship matrix with product/services, contacts, etc on all District products/services	The "who" will be described in the pamphlet	Jun 08 (Tentative)	4 days - $4000
13. Implement District customer relationship management plan on all products/services	The "who" will be described in the pamphlet	Jul 08 (Tentative)	20 days annually or about $20,000

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Goal 3, Strategy 2, Objective 2

" Aggressively tell the Corps story, both internally and externally, regarding our contributions to the region with a five percent increase in engagements annually."

Champion: Jim Pogue

Team Members: Bob Anderson, Brenda Beasley

Clarice Sundeen, Doug Young, The

US Army Corps of Engineers®
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Goal 3, Strategy 2, Objective 2 Action Plan Summary

What (Action/Task Milestone)	Who (Org/name)	When (date)	Why (Completion Metric)
1. Increase the number and quality of Speaker's Bureau engagements.	PAO Volunteers	Dec 2007	Chart of engagements, feed scores (reported at 4Q DLC, annual rpt.
2. Redesign District info and outreach brochures to include strategic outreach initiatives.	PAO Volunteers	March 2007	Draft brochures, spreadsheet of audience survey results.
3. Increase outreach emphasis to K – 12 students	PAO Volunteers	Dec 2007	Spreadsheet
4.Outreach one-on-one to at least 5 customers and/or stakeholders per	PAO Project Mgrs	Ongoing	Quarterly outreach report (PM Forum, [illegible] and DLC)

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Goal 3, Strategy 2, Objective 2 Action Plan Summary

What (Action/Task)	Who (Org/name)	When (date)	Why (Completion Metric)
5. Engage public with good news stories, 30-second commercials following MRC meetings – and during other community events, e.g. Memphis in May, Mid-South Fair, Ducks Unlimited, etc.	PAO District employees	Ongoing	Positive print media (number of articles and square inches of text).
6. Ensure information is included in the Intranet and Internet Websites.	PAO IM	Ongoing	Regular checks to ensure info is being posted.

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Goal 3, Strategy 2, Objective 2 Action Plan Summary

What (Action/Task)	Who (Org/name)	When (date)	Why (Completion Metric)
7. Use volunteer forms	PAO Volunteer committee	March 1	Increase submission of forms by 20%
8. Adapt brochures to be Web based.	PAO IM	End of CY 07	Check Web postings against list of pubs
9. Update District history book.	PAO District employees	June 30	Final publication received from printer

US Army Corps of Engineers®
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Goal 3, Strategy 2, Objective 2 Action Plan Summary

What (Action/Task)	Who (Org/name)	When (date)	Why (Completion Metric)
10. Increase coverage of EEY personnel and missions in RiverWatch/RiverWatch Online	PAO Shannon Reed	Ongoing	Increase number of EEY stories by 25%
11. Recognize Outreach Employee of the Year.	PAO Volunteer team	June employee meeting	Present award